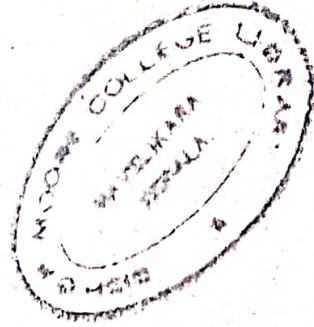


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L – 3704

Reg. No. :

Name :

First Semester B.Com. Degree Examination, August 2021

First Degree Programme under CBCSS

Complementary Course I

CO 1131/CC 1131 : MANAGERIAL ECONOMICS

(2020 Admission Regular)

Time : 3 Hours

Max. Marks : 80

SECTION – A

Answer **all** questions in **one** or **two** sentences each. **Each** question carries **1** mark.

1. What is meant by managerial economics?
2. What is forward planning?
3. Define the term 'demand'.
4. State the law of demand.
5. What is negative income elasticity of demand?
6. What is marginal product?
7. What is optimum firm?
8. What are the main features of monopoly?

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9. What is business cycle?
10. What are the salient features of depression?

SECTION – B

(10 × 1 = 10 Marks)

Answer any **eight** questions in not exceeding one paragraph each. **Each** question carries 2 marks.

11. What are the differences between economics and managerial economics?
12. What is the relationship of managerial economics with accounting?
13. Give two objectives of demand forecasting.
14. What is joint demand?
15. Explain any two methods of demand forecasting for a new product.
16. Explain production function.
17. Write any two external economies of scale.
18. What is oligopoly?
19. Define production?
20. What is going rate pricing?
21. Examine the role of monetary policies to counter evil effects of business cycles.
22. What are the effects of business cycle?
23. What is Veblen effect?
24. What is marginal cost?
25. What are complimentary goods and substitutes?
26. Distinguish between perfect competition and pure competition.

(8 × 2 = 16 Marks)

SECTION - C

Answer any **six** questions in not exceeding **120** words each. **Each** question carries **4** marks.

27. Discuss the macroeconomic concepts which are useful in business decision.
28. What are the importance of elasticity of demand?
29. What is the need for demand forecasting?
30. What is Cobb-Douglas production function?
31. Explain the properties of isoquants.
32. What is the role of demand factor in pricing?
33. Explain the features of perfect competition.
34. Explain briefly the factors affecting pricing decisions.
35. Critically examine Hick's theory of business cycle.
36. Discuss the problems of product line pricing.
37. What are diseconomies of scale?
38. What is skimming price policy?

SECTION - D

(6 × 4 = 24 Marks)

Answer any **two** questions in not exceeding **four** pages each. **Each** question carries **15** marks.

39. Mention the important methods of pricing with advantages and disadvantages.
40. Explain the concept of price elasticity of demand. What are the factors determining price elasticity of demand?

41. Explain the law of diminishing returns and its relevance to business decisions.
42. What is business forecasting? Which are the business forecasting indicators which picture the business cycle?
43. Discuss the role and responsibilities of managerial economist.
44. Explain the process of demand forecasting in a business enterprise.
(2 × 15 = 30 Marks)